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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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INTELLECTUAL PROPERTY GROUP
FREDRIKSON & BYRON, P.A.
200 SOUTH SIXTH STREET, SUITE 4000
MINNEAPOLIS, MN 55402

EXAMINER	
BOLOTIN, DMITRIY	
ART UNIT	PAPER NUMBER
2629	

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/584,885	JOHANSSON ET AL.	
	Examiner	Art Unit	
	Dmitriy Bolotin	2629	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☐ Responsive to communication(s) filed on _____.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *1-16* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *1-16* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on *29 June 2006* is/are: a)☒ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☒ All b)☐ Some * c)☐ None of:

1.☒ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☒ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date *02/08/2007*.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

It would be of great assistance to the Office if all incoming papers pertaining to a filed application carried the following items:

1. Application number (checked for accuracy, including series code and serial no.).
2. Group art unit number (copied from most recent Office communication).
3. Filing date.
4. Name of the examiner who prepared the most recent Office action.
5. Title of invention.
6. Confirmation number (See MPEP § 503).

Claim Objections

1. **Claims 1, 6, 12 – 16** are objected to because of the following informalities: The word "*characterised*" should be changed to --characterized--. Appropriate correction is required.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

3. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

4. **Claims 12 and 15** are rejected under 35 U.S.C. 103(a) as being unpatentable over Perkowski et al. (US 2005/0010475).

As to **claim 12**, Perkowski discloses a system for displaying information on a plurality of sites (retailer LAN NO.1 and retailer LAN NO. N shown in fig. 3A10A), comprising a central storing unit (centralized server 88 of fig. 3A10A) for storing information, a transfer unit (wireless network controller 90B of fig. 3A10A) connected to the central storing unit (centralized server 88 of fig. 3A10A), and at least one display stand (kiosk 13 of fig. 3A10A) on each site (within retailer LAN NO.1 and retailer LAN NO. N shown in fig. 3A10A), characterized in that the display stand (13 of fig. 3A10A) supports at least one display (LCD of fig. 3A19D) for showing information stored in the central storing unit (such as advertisement), that a control unit (unit of fig. 3A19D) comprises communication means (network controller of fig. 3A19D) for external communication with the transfer unit (wireless network controller 90B of fig. 3A10A),

memory means (RAM of fig. 3A19D) for storing information to be shown during at least one display sequence, and a drive unit (display control of fig. 3A19D) for the display (LCD display of fig. 3A19D).

Perkowski fails to disclose that the control unit comprises means for internal communication with a corresponding control unit of at least one other display stand being positioned on the same site, that the control unit is arranged to enter a bridge mode for remaining display stands on the site upon activation of the communication means for external communication, and thereby allow communication between the remaining display stands and the transfer unit.

However, it would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the transfer unit of Perkowski with a control unit within a single stand on each site, thereby providing the means for a control unit of a stand comprising transfer unit to communicate with other stands comprising only control unit within each site thus allowing for the control unit is arranged to enter a bridge mode for remaining display stands on the site upon activation of the communication means for external communication and thereby allowing for communication between the remaining display stands and the transfer unit, with the motivation to reduce the number of locations required for the placement of the communication hardware.

As to **claim 15** (dependent on 12), Perkowski discloses a system, characterized in that the transfer unit (wireless network controller 90B of fig. 3A10A) is arranged for intermittently transferring information corresponding to a display sequence to associated display stands [0488 – 0489].

5. **Claims 1 – 3, 6 – 11, 13, 14 and 16** are rejected under 35 U.S.C. 103(a) as being unpatentable over Perkowski in view of Villeneuve (WO 01/57741).

As to **claim 1**, Perkowski discloses a device for displaying information, comprising at least one display stand (display stand 13 of fig. 3A10A) and a transfer unit (network controller 90B of fig. 3A10A) wirelessly connected to associated display stands (wireless LAN connection, [0488]), characterized in, that said display stand comprises a control unit (control unit of fig. 3A19D), that the control unit (unit of fig. 3A19D) comprises communication means (network controller of fig. 3A19D) for communication with the transfer unit (network controller 90B of fig. 3A10A), memory means (RAM of fig. 3A19D) for storing information to be shown during at least one display sequence, and a drive unit (display control of fig. 3A19D) for the display (LCD display of fig. 3A19D), and that the transfer unit (network controller 90B of fig. 3A10A) is arranged for intermittently transferring information corresponding to a display sequence to any display stands associated with the transfer unit (as shown in fig. 3A10A, transfer unit communicates with all the stands 13 of fig. 3A10A within a particular retailer LAN).

Perkowski fails to disclose that said display stand supports a plurality of displays positioned adjacent to one another, the control unit is common to all displays of the display stand, and that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays.

In the same field of endeavor, Villeneuve discloses a display stand (15 of fig. 6) supports a plurality of displays (displays 16 and 17 of fig. 6) positioned adjacent to one another (as shown in fig. 6), a control unit (processor of fig. 5) common to all displays of the display stand (processor is connected to both displays of fig. 5), and that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays (as shown in fig. 5, one display displays static information and the other displays dynamic information).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Perkowski by heaving a plurality of displays, so as to increase the amount of information that can be shown to a viewer.

As to **claim 2** (dependent on 1), Perkowski discloses a device, wherein the communication means (network controller of fig. 3A19D) comprises a WLAN-client (kiosk is equipped with a wireless LAN PC card, [0488]).

As to **claim 3** (dependent on 2), Perkowski discloses a device, wherein the transfer unit (network controller 90B of fig. 3A10A) comprises a computer (also known as a computer), a WLAN connection point (controller 90B communicates with controller 90A using wireless LAN, [0488]) and a first network unit (TCP/IP connection, [0488]).

As to **claim 6**, Perkowski discloses a system for displaying information on a plurality of sites (retailer LAN NO.1 and retailer LAN NO. N shown in fig. 3A10A), comprising a central storing unit (centralized server 88 of fig. 3A10A) and at least one display stand (kiosk 13 of fig. 3A10A) on each site (within retailer LAN NO.1 and retailer

LAN NO. N shown in fig. 3A10A), characterized in that the central storing unit (centralized server 88 of fig. 3A10A) is connected to at least one transfer unit (wireless network controller 90B of fig. 3A10A), that the transfer unit (wireless network controller 90B of fig. 3A10A) is arranged for establishing contact with the central storing unit (centralized server 88 of fig. 3A10A) intermittently to retrieve information [0488 – 0489], that the display stand (kiosk 13 of fig. 3A10A) comprises a control unit (as shown in fig. 3A19D), that the control unit (unit of fig. 3A19D) comprises communication means (network controller of fig. 3A19D) for communication with the transfer unit (wireless network controller 90B of fig. 3A10A), memory means for storing information to be shown during at least one display sequence (RAM of fig. 3A19D), and drive units (display control of fig. 3A19D) for the display (LCD display of fig. 3A19D), and that the transfer unit (wireless network controller 90B of fig. 3A10A) is arranged for intermittently transferring information corresponding to a display sequence to associated display stands (as shown in fig. 3A10A, transfer unit communicates with all the stands 13 of fig. 3A10A within a particular retailer LAN).

Perkowski fails to disclose a display stand supports a plurality of displays arranged adjacent to one another, that the control unit is common to all displays of the display stand, and that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays.

In the same field of endeavor, Villeneuve discloses a display stand (15 of fig. 6) supports a plurality of displays (displays 16 and 17 of fig. 6) arranged adjacent to one another (as shown in fig. 6), a control unit (processor of fig. 5) common to all displays of

the display stand (processor is connected to both displays of fig. 5), and that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays (as shown in fig. 5, one display displays static information and the other displays dynamic information).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Perkowski by heaving a plurality of displays, so as to increase the amount of information that can be shown to a viewer.

As to **claim 7** (dependent on 6), Perkowski discloses a system, wherein the central storing unit (centralized server 88 of fig. 3A10A) is connected to the transfer unit (wireless network controller 90B of fig. 3A10A) through network units (inherent for the internet communication) and the Internet (internet infrastructure of fig. 3A10A) and wherein the transfer unit (wireless network controller 90B of fig. 3A10A) is connected to at least one control unit (kiosk 13 of fig. 3A10A) through WLAN-clients (wireless LAN, [0488]).

As to **claim 8** (dependent on 6), Perkowski discloses a system, wherein the central storing unit (centralized server 88 of fig. 3A10A) is connected to the transfer unit (wireless network controller 90B of fig. 3A10A) through network units (inherent for the internet communication) and wherein the transfer unit (wireless network controller 90B of fig. 3A10A) is connected to a plurality of separated control units (at least 2 kiosks 13 located within each retailer site as shown in fig. 3A10A) through a wireless telecommunication interface (wireless LAN, [0488]).

As to **claim 9** (dependent on 6), Perkowski discloses a system, wherein the central storing unit (centralized server 88 of fig. 3A10A) comprises a file transfer protocol (server 88 connected to databases 89A and 89B of fig. 3A10A through FTP, [0489]) for providing information in the form of display sequences (such as advertisement), and wherein the transfer unit (wireless network controller 90B of fig. 3A10A) is arranged to intermittently retrieve the information through the file transfer protocol [0467].

As to **claim 10** (dependent on 6), Perkowski discloses a system, wherein the transfer unit (wireless network controller 90B of fig. 3A10A) comprises a database for providing information in the form of display sequences (such as advertisement), and wherein the transfer unit (wireless network controller 90B of fig. 3A10A) is arranged to intermittently transfer the information to the control unit (unit of fig. 3A19D) through a file transfer protocol [0467].

As to **claim 11** (dependent on 10), Perkowski discloses a system, wherein the control unit drives a display in the interval between the moments of transfer of information from the transfer unit to the control unit (inherently the information is first transferred and then displayed), but fails to disclose that the control unit is arranged for independently activating and driving multiple displays associated with the control unit.

In the same field of endeavor, Villeneuve discloses a control unit (processor of fig. 5) arranged for independently activating and driving displays (displays 16 and 17 of fig. 6) associated with the control unit (processor of fig. 5).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Perkowski by providing a plurality of displays, so as to increase the amount of information that can be shown to a viewer.

As to **claim 13** (dependent on 12), **claim 14** (dependent on 12) and **claim 16** (dependent on 12), Perkowski discloses a system, characterized in that the display stand (13 of fig. 3A10A) comprises a control unit (unit of fig. 3A19D), but fails to disclose a plurality of displays and control unit being common for all displays of the display stand, that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays, and that the display stand supports a plurality of displays positioned adjacent to one another.

In the same field of endeavor, Villeneuve discloses a plurality of displays (displays 16 and 17 of fig. 6) and control unit (processor of fig. 5) being common for all displays of the display stand (stand 15 of fig. 6), that the control unit is arranged for transferring different information to different sets of displays simultaneously for simultaneous showing on the displays (as shown in fig. 5, one display displays static information and the other displays dynamic information), and that the display stand (15 of fig. 6) supports a plurality of displays (displays 16 and 17 of fig. 6) positioned adjacent to one another (as shown in fig. 6).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Perkowski by heaving a plurality of displays, so as to increase the amount of information that can be shown to a viewer.

6. **Claims 4 and 5** are rejected under 35 U.S.C. 103(a) as being unpatentable over Perkowski in view of Villeneuve and Sweere et al. (US 6,015,120).

As to **claim 4** (dependent on 1), Perkowski discloses a device having a stand, but Perkowski in view of Villeneuve fails to disclose that the display stand comprises an elongated pole projecting from a base plate and wherein the displays are connected to a strip being displaceable along the pole, so that the displays are arranged in a row one above the other.

In the same field of endeavor, Sweere discloses the display stand (stand of fig. 29) which comprises an elongated pole (1214 of fig. 29) projecting from a base plate (1210 of fig. 29) and wherein the display (216 of fig. 29) is connected to a strip (1216a of fig. 29) being displaceable along the pole (1214 of fig. 29).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the device of Perkowski in view of Villeneuve by providing the display stand disclosed by Sweere, so as to provide an ergonomic way of supporting a display.

Perkowski in view of Villeneuve and Sweere fails to disclose a plurality of displays are connected to the pole so that the displays are arranged in a row one above

the other. However, it would have been obvious to one of ordinary skill in the art at the time of the invention that multiple displays could be attached to the stand of Sweere in a row one above another, so as to give user an ability to display more information simultaneously (See St. Regis Paper Co. v. Bemis Co., Inc., 193 USPQ 8, 11 (7th Cir. 1977)).

As to **claim 5** (dependent on 4), Perkowski discloses a device, but fails to disclose that the display stand comprises four displays and wherein the displays are connected to the control unit two by two, so that the control unit provides two adjacent displays with a first display sequence and the two remaining displays with a second display sequence.

In the same field of endeavor, Villeneuve discloses a display device wherein the display stand (15 of fig. 6) comprises displays (16 and 17 of fig. 6) and wherein the displays (15 and 16 of fig. 5) are connected to the control unit (processor of fig. 5), so that the control unit (processor of fig. 5) provides two adjacent displays (15 and 16 of fig. 6) with a first display sequence (static output as shown in fig. 5) and second display sequence (dynamic output as shown in fig. 5).

Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to modify the system of Perkowski by providing a plurality of displays, so as to increase the amount of information that can be shown to a viewer.

Perkowski in view of Villeneuve and Sweere fails to disclose four displays connected two by two wherein first two receive first display sequence and second two receive second sequence. However, it would have been obvious to one of ordinary skill in the art at the time of the invention to add two additional displays to the device of Perkowski in view of Villeneuve and Sweere, so as to provide a larger viewing area for each sequence, and it has been found that duplicating part for a multiple effect is not a type of innovation for which a patent monopoly is to be granted (See St. Regis Paper Co. v. Bemis Co., Inc., 193 USPQ 8, 11 (7th Cir. 1977)).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Dmitriy Bolotin whose telephone number is (571)270-5873. The examiner can normally be reached on Monday-Friday, 8:00 AM - 5:00 PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Amare Mengistu can be reached on (571)272-7674. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/D. B./
Examiner, Art Unit 2629

/Amare Mengistu/

Supervisory Patent Examiner, Art Unit 2629